

# PIONEER<sup>®</sup> *line*

## Success Stories

**ADVERTISER:** Sliders Sports Bar & Grill

**OBJECTIVE:** To help raise funds for the local high school athletic department and boost business at Sliders Sports Bar & Grill.

**PRODUCT:** AdCooler™ Stock Football Toss Cooler and AdMax™ Mini Footballs. The AdCoolers were imprinted with the school's mascot along with Sliders Sports Bar & Grill logo. In addition, the footballs were printed two-sided with the high school logo on one side and Sliders' logo on the second side.

**DISTRIBUTION:** Sliders Sports Bar & Grill donated the AdCooler Sports Toss Coolers and AdMax footballs to the high school. In return the high school sold the coolers as a fund raising effort for the athletic department. In exchange the high school cheerleaders distributed the AdMax Footballs as well as coupons for Sliders during their home games.

**RESULTS:** As a result, by distributing the coupons and footballs during home games the restaurant ensures there will be a big crowd there to receive them. Customers will return to the restaurant to redeem their coupons, and they will always have the footballs as a reminder of Sliders Sports Bar & Grill.

